

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station WWSB's public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on September, 31 2010, the station filled the following full-time vacancies:

1. Reporter/Videographer
2. Director/Tech Producer
3. Account Executive
4. Account Executive
5. Editor
6. Traffic Assistant
7. General Manager
8. News Director
9. Director/Tech Producer
10. Reporter/Videographer
11. Account Executive
12. Anchor/Reporter

The station interviewed a total of 96 people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
▪ Internal posting	36
▪ tvjobs.com	20
▪ wwsb.com	14
▪ tvspots.com	9
▪ monster.com	17

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
- The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

* * * * *

ATTACHMENT A
EEO INFORMATION FOR FULL-TIME
VACANCIES

[Fill out for each full-time vacancy]

tvjobs.com

14

Recruitment Sources Used to Fill the Vacancy

[illegible]

[Fill out for each full-time vacancy]

_____tvjobs.com_____

_____ 7 _____

[illegible]

[Fill out for each full-time vacancy]

**Total Number of Persons
Interviewed for the
Vacancy:** 9

[illegible]

[Fill out for each full-time vacancy]

[illegible]

[Fill out for each full-time vacancy]

Recruitment Sources Used to Fill the Vacancy

[illegible]

FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: Traffic Assistant

Recruitment Source That
Referred the Hiree:
Sarasota Monster.com

Date Vacancy Opened: 1/7/2010

Total Number of Persons
Interviewed for the
Vacancy:

17

Date Vacancy Filled: 2/8/2010

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number
Tvjobs.com	PO Box 4116, Oceanside, CA	Mark C. Holloway	800-374-0119
WWSB.com/mysuncoast.com	1477 Tenth St, Sarasota, FL 34236	Jeff Hochberg	941-552-0777
Sarasota Monster.com	1400 Main St. Sarasota FL 34236		866-874-7088
Facebook.com	Internet posting		
Sarasota Herald Tribune	1400 Main St. Sarasota FL 34236		941-953-9555
Staff Promotions at workhire.com	Internet company		

FULL-TIME VACANCY EEO INFORMATION
[Fill out for each full-time vacancy]

Job Title of Vacancy: General Manager

**Recruitment Source That
Referred the Hiree:**
 referral

Date Vacancy Opened: 12/10/2009

**Total Number of Persons
Interviewed for the
Vacancy:**
 11

Date Vacancy Filled: 4/12/2010

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number
Tvjobs.com	PO Box 4116, Oceanside, CA	Mark C. Holloway	800-374-0119
WWSB.com/mysuncoast.com	1477 Tenth St, Sarasota, FL 34236	Jeff Hochberg	941-552-0777
Craigslist.org	Internet Posting		
Referral Craig Broitman, Millennium			
Broll.net	Internet Posting		
Journalism.com	Internet Posting		
WTXL.com	1620 Commerce blvd, Midway, FL		850-893-3127
WAAY.com	1000 Monte Sano blvd, Huntsville, AL 35801		256-533-3131
Bucks County Courier	8400 N. Bristol Pike , Levittown, PA 19057		
Burlington Co. Times	8400 N. Bristol Pike, Levittown, PA 19057		
Intelligencer	8400 N. Bristol Pike, Levittown, PA 19057		
Spotsanddots.com	Internet Posting		

FULL-TIME VACANCY EEO INFORMATION

[Fill out for each full-time vacancy]

Job Title of Vacancy: News Director

Recruitment Source That
Referred the Hiree:

referral

Date Vacancy Opened: 5/5/2010

Total Number of Persons
Interviewed for the
Vacancy:

10

Date Vacancy Filled: 6/15/2010

Recruitment Sources Used to Fill the Vacancy

Name of Recruitment Source	Address	Contact Person	Telephone Number
Tvjobs.com	PO Box 4116, Oceanside, CA	Mark C. Holloway	800-374-0119
WWSB.com/mysuncoast.com	1477 Tenth St, Sarasota, FL 34236	Jeff Hochberg	941-552-0777
TVBR	Internet Posting		
WWSB employee Referral			
Rick Gevers and Associates	Internet Posting		
FAB	201 South Monroe St, Tallahassee, FL	Lindsey Varn	800-825-5322
Twitter.com	Internet Posting		
Facebook.com	Internet Posting		
Craigslist.org	Internet Posting		

[Fill out for each full-time vacancy]

tvjobs.com

4

[illegible]

[Fill out for each full-time vacancy]

_____tvjobs.com_____

3

Recruitment Sources Used to Fill the Vacancy

[illegible]

[Fill out for each full-time vacancy]

[illegible]

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

Station WWSB has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
1	Participate in job fair	NAB/RTNDA job fair
5	Internship Program	WWSB established an internship program to develop talent and interest in the industry by providing students with practical work experience. Interns observe and participate in story development and newscast production in many ways, such as gathering facts for assigned stories, recorded and live video, editing and developing preliminary rundowns, as well as on-air experience.
8	Training Programs	At WWSB we have developed programs to allow staff members to seek and attain skills necessary for higher positions through cross training within each department.
16	WWSB airs an EEO outreach statement	WWSB, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at the station. We seek the help of local organizations in referring qualified applicants to our station. Organizations that wish to receive our vacancy information should contact Human Resources at WWSB by calling 941-552-3007.
16	An EEO outreach statement is posted on WWSB's website.	WWSB, an equal opportunity employer, is dedicated to providing broad outreach regarding job vacancies at the station. We seek the help of local organizations in referring qualified applicants to our station. Organizations that wish to receive our vacancy information should contact Human Resources at WWSB by calling 941-552-3007.
5	Internship/Mentoring Program	Summer minority mentoring program through Sarasota Co. Front Porch Program.
10	Job Shadowing	WWSB has several high schools students throughout the year to shadow our news

		anchors and news production crews.
10	High School Student Participation/High School Journalism	WWSB provided several local area high schools with mini-video cameras to report on a day in the life of today's students.

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast employment opportunities that would enable them to better refer job candidates for broadcast positions;
16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

EEO PUBLIC FILE REPORT

This EEO Public File Report is filed in Station [Insert Call Letters]'s public inspection file pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

During the one-year period ending on [Insert date], the station filled the following full-time vacancies:

[List the job titles of all full-time vacancies that were filled during the relevant year]

The station interviewed a total of [Insert Total Number of Persons Interviewed] people for all full-time vacancies during the period covered in this report.

The following are the recruitment sources used during the period covered in this report and the cumulative number of interviewees referred by each:

<u>Recruitment Source</u>	<u>Total Number of Interviewees Referred</u>
---------------------------	--

[List all recruitment sources used and the total number of interviewees referred by each]

Attachment A contains the following information for each full-time vacancy:

- The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- The recruitment source that referred the hiree for each full-time vacancy;
- The total number of persons interviewed for each full-time vacancy; and
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Attachment B contains a list and brief description of menu option activities undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

* * * * *

ATTACHMENT A
EEO INFORMATION FOR FULL-TIME
VACANCIES

FULL-TIME VACANCY EEO INFORMATION
[Fill out for each full-time vacancy]

Job Title of Vacancy: _____

Recruitment Source That Referred the Hiree:

Date Vacancy Opened: _____

**Total Number of Persons
Interviewed for the
Vacancy:**

Date Vacancy Filled: _____

Recruitment Sources Used to Fill the Vacancy

[illegible]

ATTACHMENT B
MENU OPTION ACTIVITIES

MENU OPTION ACTIVITIES

Station [Insert Call Letters] has engaged in the following outreach activities during the year covered by this report:

Activity Classification	Type of Activity	Brief Description
[*]		

* For "Activity Classification" use numbers "1" through "16" in accordance with the following:

1. Participation in at least four job fairs by station personnel who have substantial responsibility in making hiring decisions;
2. Hosting of at least one job fair;
3. Co-sponsoring of at least one job fair with organizations in the business and professional community whose membership includes substantial participation by women and minorities;
4. Participation in at least four events, including conventions, career days, workshops, and similar activities, sponsored by organizations representing groups present in the community interested in broadcast employment issues;
5. Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment;
6. Participation in job banks, Internet programs, and other programs designed to promote outreach generally (i.e., outreach that is not primarily directed to providing notification of specific job vacancies);
7. Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting;
8. Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions;
9. Establishment of a mentoring program for station personnel;
10. Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting;
11. Sponsorship of at least two events in the community designed to inform and educate members of the public about employment opportunities in broadcasting;
12. Listing of each upper-level category opening in a job bank or newsletter of media trade groups whose membership includes substantial participation by women and minorities;
13. Provision of assistance to unaffiliated non-profit entities in the maintenance of web sites that provide counseling on the process of searching for broadcast employment and/or other career development assistance pertinent to broadcasting;
14. Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination;
15. Provision of training to personnel of unaffiliated non-profit organizations interested in broadcast

employment opportunities that would enable them to better refer job candidates for broadcast positions;

16. Participation in other activities designed by the station reasonably calculated to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.